

6/2008

## Document E: MAP 6-Month Evaluation

Return this form 6 months after the show date to receive 25% reimbursement.

Company Name: \_\_\_\_\_

Trade Show Attended (*no abbreviations*):

\_\_\_\_\_

Trade Show Dates and Location: \_\_\_\_\_

1) How many of the trade inquires you initially received at the show resulted in sales?

\_\_\_\_\_

2) During the past 6 months, what have been your total sales as a result of exhibiting at this show? \$ \_\_\_\_\_

3) Please project the dollar amount that you expect your sales will increase during the next 12-months due to follow-up after this show. \$ \_\_\_\_\_

4) Please check your primary objectives for participating in this show and indicate if achieved:

Goals

Achieved

( ) To appoint agent, broker, distributor, licensee

( )

( ) To make contracts, receive trade inquires

( )

( ) To sell products

( )

( ) To conduct test marketing, market research

( )

( ) Other, please indicate \_\_\_\_\_

( )

6) Would you participate in this show again?      Yes      No

7) Please write comments regarding this show...

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_